

# **motion**

Motion & Micro-interactions Motion with Purpose Fluid, Responsive, Engaging This document is the heart of our Engaging pillar and our Fluid soul. In the Play+ ecosystem, motion is not decoration; it is a form of communication. It's how we provide feedback, guide attention, and create a seamless flow between states. Good motion design is invisible, making the interface feel responsive, intuitive, and alive. Micro-interactions are the small, purposeful moments of delight that give our product personality. They are the subtle acknowledgements—the ripple on a click, the pulse of a notification—that make the experience feel thoughtful and human. This guide establishes the principles for creating motion that is both functional and delightful. In Play+, Signature Motions aren't just animation styles — they are visual metaphors for how our brand behaves: fluid, expressive, human, and clear. These patterns create consistent moments of recognition across our ecosystem. Each one serves a deliberate role in elevating clarity, delight, and purpose. Core Motion Principles ■ Purposeful Design Guideline Every animation must have a clear purpose, such as guiding the user or reinforcing hierarchy. Developer Implementation Connect each animation to a user action or state change. Avoid gratuitous animations. Responsive Design Guideline Motion should provide immediate feedback like a physical object responding to touch. Developer Implementation Prioritize transform and opacity. Avoid width, height, margin, or top/left. Brand-Driven Design Guideline Animations must follow the Play+ tempo and character for consistent signature feel. Developer Implementation Use \$motion-duration-\* and \$motion-easing-\* tokens for all animations. Inclusive Design Guideline Motion must be accessible, adaptable and should respect all user preferences. Developer Implementation Wrap animations in @media (prefers-reduced-motion: no-preference) and offer alternatives. Motion System Tokens ■ Duration Tokens: \$motion-duration-swift (150ms) — instant feedback like hovers \$motion-duration-standard (300ms) — default transitions and loaders \$motion-duration-emphasis (450ms) — to draw attention or celebrate Easing Tokens: \$motion-easing-standard : natural in/out movement \$motion-easing-enter : fast-to-slow entrance motion \$motion-easing-exit : slow-to-fast exit motion Pattern Tokens: Combinations of duration + easing used across Play+ (e.g., \$motion-pattern-hover-fast ) Application Guidance ■ Question Guidelines When to Use Enhance understanding, continuity, and feedback Where to Use Key states: transitions, confirmations, input changes How to Use With tokens, optimized transforms, minimal performance impact How Much Subtle utility motion regularly, expressive motion only at key moments Signature Motion Patterns ■ These patterns are expressive, playful, and reinforce the identity of Play+. Each is crafted to elevate moments and deliver delight where it matters. Gradient Border Flow Flowing multicolour border to show focus/state Press Ripple Trail Ripple follows interaction point Micro-Bounce Elastic reaction on select Fluid Flow Smooth animation that mimics the motion of liquid Feature Spotlight Pulse Gentle glow draws focus to new/important items Use Cases ■ Pattern Use Case Gradient Border Flow Forms, modals, selected cards Press Ripple Trail All clickable elements Micro-Bounce Checkboxes, toggles, dropdowns Fluid Flow Navigation links, tabs Feature Spotlight Pulse New features, celebratory moments Motion Design Guide ■ Component-to-Motion Mapping ■ Component Motion Type Signature Pattern(s) Token(s) Used Button Utility + Expressive Press Ripple, Micro-Bounce \$motion-duration-swift, ripple-feedback Form Field Utility Gradient Border, Success Tick \$motion-duration-standard, gradient-focus Tab Navigation Utility Underlining Glide \$motion-pattern-hover-fast Card Expressive Gradient Border Flow \$motion-easing-standard Tooltip/Modal Utility Fade, Background Blur \$motion-duration-standard Success Alerts Expressive Feature Spotlight Pulse \$motion-duration-emphasis Checkbox/Radio Utility Micro-Bounce \$motion-duration-swift Micro-interaction Patterns ■ Type Description Examples State Change Visualize a component's condition change Toggle from off to on, checkbox selection Transition Represent spatial/content shifts Slide between tabs, screen change Feedback Indicator Acknowledge user interaction Ripple effect on button press Progress Indicator Show ongoing processes Spinner, linear loader on form submit Common Sequences ■ UI Element Interaction Sequence Button Hover → Press → Loading → Done Form Typing → Validation Error → Success Confirmation Modal Trigger → Fade

In → Interaction → Close Navigation Hover → Select → Slide or Highlight Motion Implementation Guidelines ■ Use transform and opacity for GPU-accelerated transitions Avoid animating expensive properties like top , left , width , or height Default to Framer Motion or CSS transitions for smoother animation Always check system-level accessibility preferences ( prefers-reduced-motion ) Guardrails: Do's and Don'ts ■ Accessibility & Performance ■ Honor prefers-reduced-motion ; provide static alternatives Avoid flashing or repetitive movement that causes discomfort Use transform and opacity to achieve 60fps on target devices Summary Principles ■ Principle Description Clarity Every animation communicates purpose and feedback clearly Consistency Unified motion behavior across all elements and flows Delight Joyful moments delivered thoughtfully and purposefully Accessibility Motion is inclusive and adaptable to every user's sensory needs